

## IDEAS WANTED: New Public-Private Ventures For King County Parks and Pools

**Pre-Proposal Conference: Wed, November 30, 2005, 11 a.m.**

**Submittals Due: Tue, December 20, 2005 – no later than 2 p.m.**



King County, Washington is seeking proposals regarding entrepreneurial efforts that could support King County's Parks and Pools via a Public-Private Ventures RFP.

King County Parks is the #1 Regional Parks provider and boasts more than 6 million visitors annually to its 25,000 acres of parks, pools, trails, open space and natural lands. King County Parks has been implementing a transition plan that calls for a "new way of doing business". The US Bank Concerts at Marymoor, naming rights at the Group Health Velodrome, the nationally

acclaimed Cougar Mountain Trail Running Series and the opening of a nationally branded restaurant (SUBWAY) at the Weyerhaeuser King County Aquatic Center and at Marymoor Park are all testaments to this new way of doing business.

- Visit <http://www.dnr.metrokc.gov/parks/partnership/> for a PDF of our Partnership for Parks brochure.
- Visit <http://www.metrokc.gov/parks> for a complete listing of King County Park's facilities, programs and events.

Pre-Proposal Conference: A conference to discuss questions related to this RFI&P shall be held Wednesday, November 30, 2005 at 10:00 a.m. in the Board Room, 3<sup>rd</sup> Floor of the Exchange Building, 821 Second Avenue, 8<sup>th</sup> Floor, Seattle, Washington, 98104.

### Section I - Categories

King County Parks has identified several evenue-generating categories for which it seeks specific proposals. We also highly encourage respondents to submit creative proposals of their own in addition to those identified in this request.

#### A. Development of Park Amenities

1. Restaurant, Deli's, Coffee Houses, Cafes. Constructing, adapting and renovating new or existing facilities to accommodate full service restaurants, kiosk locations, bistro style cafes, etc. to generate food and beverage sales at:
  - Clise Mansion - Marymoor Park, Redmond
  - Clise Mansion - East Garden/Gazebo, Redmond
  - East Marymoor Park, Redmond
  - Cottage Lake Park, Woodinville
  - Fall City Park, Fall City
  - Dockton Park, Dockton - Vashon Island



- Weyerhaeuser King County Aquatic Center, Federal Way
  - Tolt MacDonald Park, Carnation
2. Sports, Athletic, Active Use Amenities. This includes but is not limited to batting cages, water play features, extreme sports facilities, indoor tennis center, golf facilities, athletic fields, BMX or Motocross facilities, etc. Specifically:
- Water Parks (indoor, outdoor) – Construct a facility that would offer water slide, wave pool(s), water attractions and other features, concession stand(s), parking areas, etc.
  - Extreme Park – Construct a facility or several facilities incorporating extreme sports such as skateboarding, in-line skating, motocross, BMX, climbing, etc.
  - Batting Cages – Batting cages at several locations with multiple lit softball/baseball fields.
  - Miniature Golf Center
3. Specialty, Peripheral, Retail Facilities. Including but not limited to spa and resort facilities, dog-related amenities, camping, retail and rental facilities, etc. Specifically:
- Day spa or resort - Construct a new facility or renovate/adapt an existing facility to accommodate a day spa, resort, hotel, retail, etc., at Marymoor Park,
  - Dog related facilities - Construct a new facility or renovate/adapt a existing facility to accommodate dog day care, boarding, agility course, training, retail sales, veterinarian services, etc., at Marymoor Park near the Off-Leash Dog Area.
  - Recreational/leisure equipment sales and rental - Construct a new facility, renovate/adapt an existing facility, or operate a temporary/mobile unit to rent or sell recreational equipment including in-line skates, bicycles, kayaks, canoes, bird watching equipment, climbing gear, gardening supplies, pet related supplies, etc., at Marymoor Park, Sammamish River Trail, Cedar River Trail, Fall City Park, etc.
  - Camping - RV, Yurt, Tenting - Construct a new facility or renovate/adapt existing facilities/parks for use as Recreational Vehicle camping, yurt camping, tent or cabin camping as well as sales and service of camping gear and equipment at Tolt MacDonald Park, Tanner Landing, Marymoor Park, King County Fairgrounds, Cougar Mountain Regional Wildland Park, etc.
  - Natural Area Interpretive and Recreational Facilities: Interpretive Program Centers, Gift Shops, Land Boarding, Mountain Biking, Tree Canopy Interpretive Walkways, Wildlife Rescue and Rehabilitation Facility.



#### B. Development of Park Amenities

1. Events - Plan, promote and implement events including but not limited to car shows, charity events, swap meets, juried craft exhibits, trade shows, boat shows, RV and camping exhibitions, tournaments, fashion shows, equestrian events, extreme sports competitions, singles events, corporate parties, etc.

2. Naming Rights, Sponsorships – Purchase naming rights to specific park facilities (Group Health Velodrome), secure title sponsorship of regional events (US Bank Concerts at Marymoor, Pepsi Family Fourth of July), etc.
3. Advertising - Including but not limited to more than 15 different park locations with ball field signage, pools, concession areas, scoreboards, etc. Many locations deliver more than 20 million impressions annually with excellent demographics  
Examples at  
<http://www.dnr.metrokc.gov/parks/partnership/>
4. Promotions - Including but not limited to special promotions, coupons, giveaways, etc. at the King County Fair and Fairgrounds, Weyerhaeuser King County Aquatic Center, Marymoor Park, etc.



## Section II – Submission Requirements

The following information and instructions shall be used to submit on this RFI&P:

### A. Submittal Package

- Proposals may not exceed a total of 15 pages.
- Proposals are due on or before 2:00pm *December 20, 2005*.  
The County prefers that proposals be submitted via **e-mail** in an **MS word** attachment to [admin.parks@metrokc.gov](mailto:admin.parks@metrokc.gov).
- The subject line of the e-mail should contain the proposal category or categories (including "other").
- Proposers will receive a confirming e-mail acknowledging the County's receipt of the submittal.

Proposers are encouraged to visit the King County Parks Website <http://www.metrokc.gov/parks/> to view current information about the King County park system's facilities, programs and events.

The County will also accept hard copies of proposals in lieu of e-mail. Hard copies must be mailed or hand-delivered to King County Procurement and Contract Services, 821 Second Avenue, 8<sup>th</sup> Floor, Seattle, WA 98104. All proposals should be addressed to the attention of Roy L. Dodman, Senior Buyer for King County Procurement and Contract Services. Hard copies that are mailed will be deemed received on the date that they are actually delivered to King County Procurement and Contract Services.

### B. Submittal Content

Proposals should contain the following information in the order indicated:

- Title
- Summary of proposal (not to exceed 100 words)
- Respondent name (individual, corporation, etc.)
- Contact person and phone number
- Description including project feasibility, suggested partnership structure, and a brief statement of respondent's credentials and/or experience with similar projects
- Outline of key agreement terms (not to exceed one page)
- Explanation of revenue and/or other benefits to King County Parks
- Anticipated County involvement, if any (administration, etc.)
- Timeframe for project implementation
- Other pertinent information

### C. Evaluation and Selection

King County Parks intends to select the proposals that it determines to be in the best interest of the public, based on the following criteria:

1. Projected revenue or other benefits to King County
2. Compatibility with the character of the individual park(s)
3. Feasibility and timing of implementation including any capital and/or permit issues

4. Experience and demonstrated success of respondents
5. Other available information

King County Parks may, in its sole discretion, select the proposals that it determines are most feasible and provide the greatest benefits to the citizens of King County. King County Parks may negotiate final agreements with Proposers that differ from the terms contained in their proposals. Agreements will contain provisions appropriate to the particular proposal, consistent with County policies and applicable legal requirements. King County Parks may also reject any or all proposals, and this RFI&P process does not preclude King County Parks from entering into agreements using other procedures. By submitting a proposal, Proposers agree to the terms of this RFI&P.

D. Questions, Addenda, and Additional Information

Questions should be submitted by December 2, 2005, to ensure that they can be answered prior to December 20, 2005. Questions must be submitted in writing, preferably via e-mail, to Roy L. Dodman at [roy.dodman@metrokc.gov](mailto:roy.dodman@metrokc.gov). Questions may also be mailed to King County Procurement and Contract Services, Attn: Roy L. Dodman, 821 Second Avenue, 8<sup>th</sup> Floor, Seattle, WA 98104.

Proposers may check the County's website for addenda and answers to questions. The County will endeavor to post answers to questions submitted by December 7, 2005. Regular updates to the web site should occur by Friday morning of each week. Unfortunately, hard copies of answers and addenda cannot be mailed.

To the extent Proposers need additional information that cannot be obtained prior to the submittal date, Proposers may simply state their assumptions with respect to the needed information (e.g., this proposal assumes that there are x number of users annually at the facility.)

Interested parties may access the following information on the King County website at <http://www.metrokc.gov/finance/procurement/parks.asp>

- List of all park and pool facilities with addresses
- List of sites with the most potential for parks concessions
- Links to Marymoor Park, King County Aquatic Center, and the King County Fairgrounds websites (including maps and/or area layouts)

E. Site Visits

Interested parties may visit King County parks and recreation facilities as a member of the general public during regular business hours.

F. Contracting

Any Proposer whose proposal is selected for a contract shall complete all required contract forms and documents as required by Federal, state and local law.

G. A Final Note

County Executive Ron Sims expresses his sincere appreciation for your interest in supporting King County Parks. Thank you and good luck!